

Town Administrator's March 2018 Monthly Report



**Town of Bladensburg
March 2018
Debi Sandlin, Town Administrator**

Town Administrator's March 2018 Monthly Report

EXECUTIVE SUMMARY

Dear Mayor and Council,

During the month of March we have been focused on drafting the proposed FY19 budget. Along with the Town Treasurer we met with each department to determine whether the current funding should be maintained, reduced or potentially increased depending on the needs of each department. As part of the process we will review the Strategic Plan to ensure the budget aligns with the goals and objectives adopted by the Mayor and Council.

The budget meeting calendar has been set and the following dates have been established to discuss the proposed budget:

- April 9 – Town Administrator's draft budget presented to Mayor and Council
- April 16 – Budget Work Session #1 of the Mayor and Council
- April 30 – Budget Work Session #2 of the Mayor and Council
- May 1 - Public Comment Session #1 for the FY19 Budget
- May 12 – Public Comment Session #2 for the FY19 Budget
- May 14 – Constant Yield Hearing at the Mayor and Council Meeting
- May 23 – Budget Work Session #3 of the Mayor and Council
- June 4 – Mayor and Council final review of FY19 Budget and Adoption

PUBLIC SAFETY OPEN HOUSE

As part of the Strategic Plan, Goal Area B – Police and Public Safety – Strategy 2 – Improve community based policing and outreach to establish and build relationships; and as part of our commitment to increasing community engagement, senior staff collectively decided to host a “Public Safety Open House”. The “Public Safety Open House” will be a community event everyone will be able to enjoy while gaining valuable safety information for their families, neighborhoods, and workplaces. Each of the three agencies will provide live demonstrations, including hands-on experience demonstrations. Additionally, each Town department will have a table for community members to learn more about the services and programs



provided by the Town and to have an opportunity to ask questions or have concerns addressed. To encourage attendees to visit each table and learn more about each department, a “Passport” contest will be incorporated in the event. A Grand prize will be given away at the end of the event; however, in order to be eligible to win the Grand prize, event attendees must visit each table and have their “Passport” stamped. Once they have had their “Passport” completed, they will be entered to win a Grand prize; a Mini iPad. The “Public Safety Open House” is scheduled for Saturday, May 19, 2018 from 1 to 3 PM and will be located at Town Hall and in the David C. Harrington Community Park.

MARYLAND GENERAL ASSEMBLY BILLS UPDATES

HB 807 – The Highway User Restoration Bill, although slightly amended, passed both houses of origin and are now waiting to be taken up and approved in the opposite chambers. In addition, it looks like the \$20.4 million in municipal grant monies is safe in the FY2020 State budget. It also appears as though municipalities will see approximately \$2 million more in additional transportation monies as a result of funding added in a third budget supplement.

SB1003 - is for prohibiting a person from constructing a magnetic levitation transportation system or certain facilities or structures in a local jurisdiction unless the local legislative body and the local executive review and approve the construction; prohibiting a unit of State or local government from approving the construction, or condemnation of property for the construction, of a magnetic levitation transportation system or certain facilities or structures in a local jurisdiction unless certain local bodies review and approve; etc.

Update - SB1003 was scheduled to be heard by the Senate on 3/14 at 1:00 p.m. (Finance)

MML 2018 PORT TOWNS BOOTH

The Town of Bladensburg will be partnering with our neighboring Port Towns’, Edmonston, Colmar Manor and Cottage City to display a booth during the MML 2018 Summer Conference. This year’s theme will be “Collaboration at its Finest”. A committee of representatives from each Town has begun meeting to plan and coordinate how we will increase the visibility of the Port Towns’ communities and determine how we will showcase the collaborative partnership between the four Towns while at the conference.

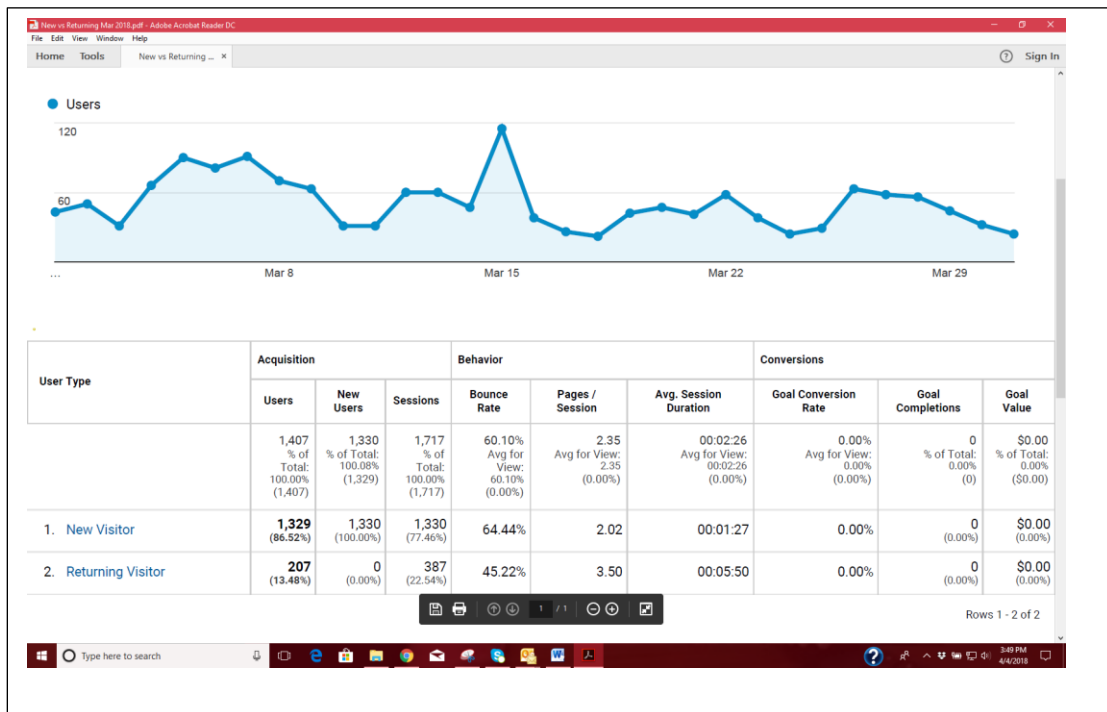
A hashtag campaign has been developed to promote the booth prior to the conference and during the conference to encourage attendees to visit the Port Towns Booth. The hashtag campaign will be #Collaboration#PortTowns. As part of the campaign, a postcard will be created to email to conference attendees three weeks prior to the conference and handed out during the conference. A contest will also be developed to encourage attendees to stop by the booth while attending the conference. A video will be produced highlighting the assets of each Town and will run on a loop at the booth.

WEBSITE ANALYTICS

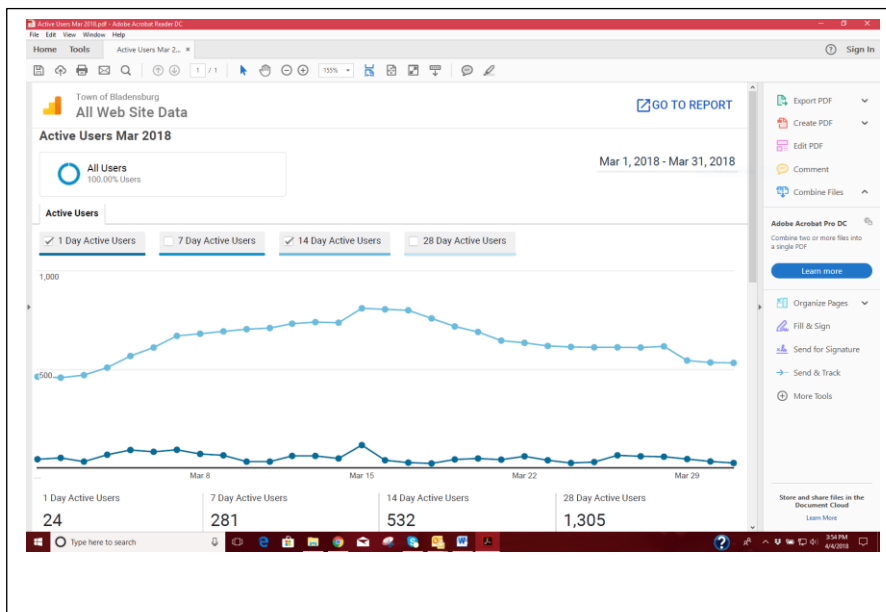
The data for March shows there were 1407 visitors to the website, of which, 1329 were new visitors to the site and 207 were returning visitors to the site. Additionally the data shows the most frequently used devices when visiting the site were Desktops (58.99%), Mobile Devices (34.68%), and tablets (6.33%).



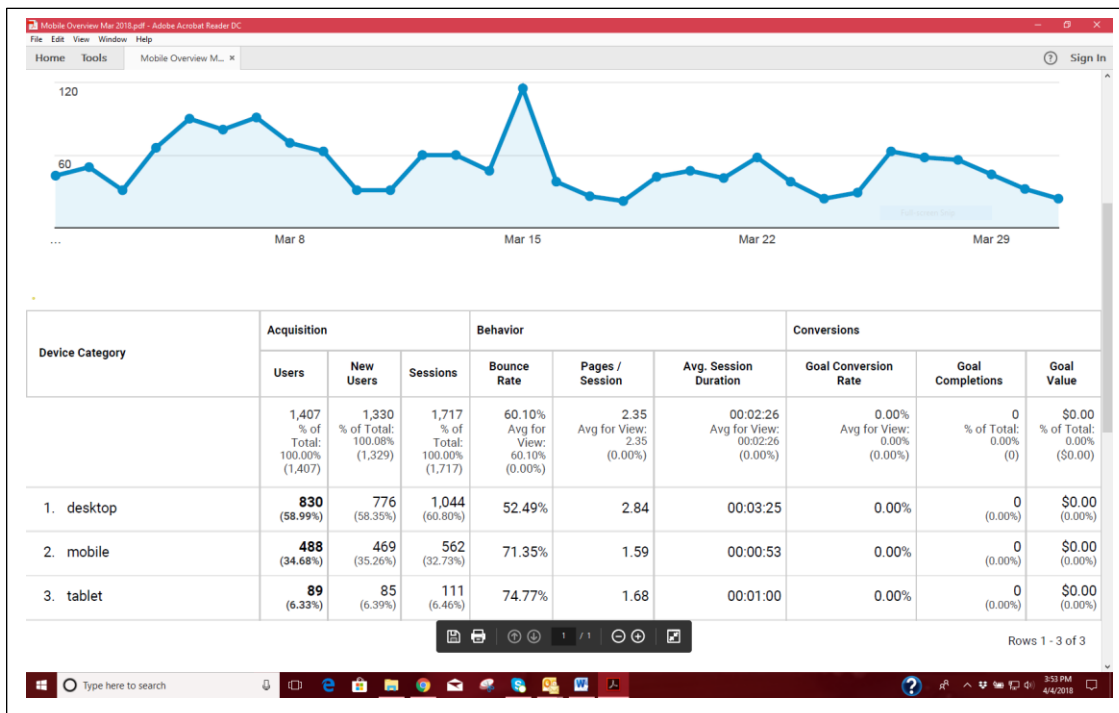
New vs Returning Visitors to the Website



Active Users March 2018

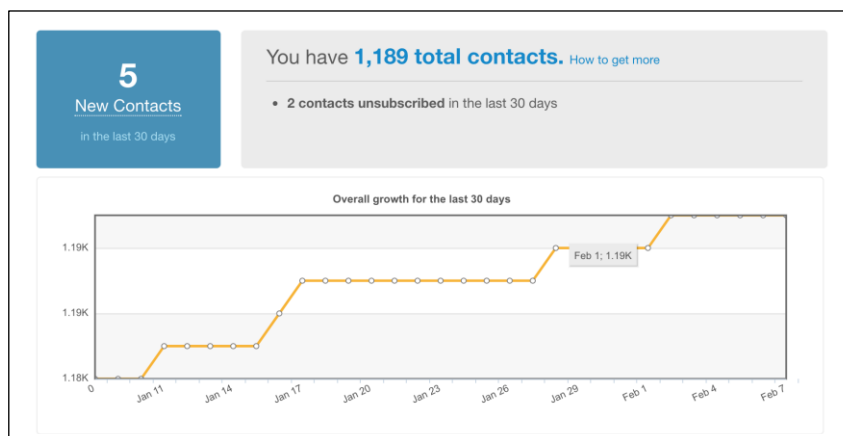
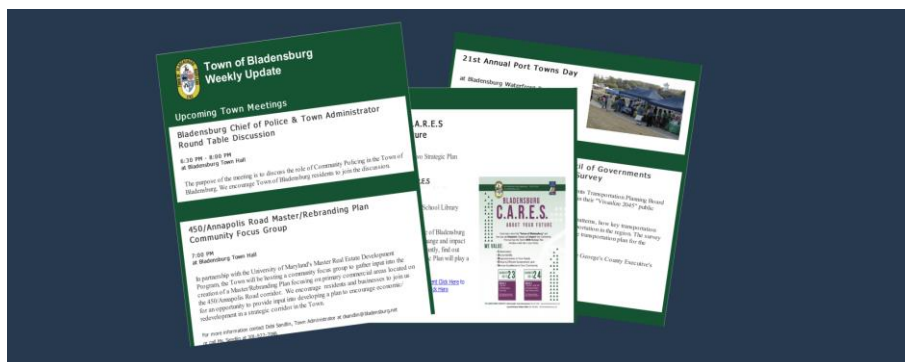


Mobile-Desk-Tablet Overview



CONSTANT CONTACT MAILING

During the month of March, 11 new email addresses were generated using the text-to-join messaging system. The report shows the growth in number of new contacts added to the Town's Mailing list(s) over the last 30 days. As of March 30, 2018 the Town had 1,213 subscribers. These contacts have been added through "Text to Join" and Town staff collecting emails at various events and meetings.



Mailing List Trend Overview in March

October 2016: 400 Contacts

March 2018: 1, 213 Contacts

Weekly Update E-blast User Opens by Device: **42% Mobile** **56% Desktop**

Number of Weekly New Job Postings (PGCEDC): 10 Job Opportunities

Number of Notices, Alerts: Three (3) Community Notifications

Number of Contacts Added: Three (3) using Text-to-Join

Number of Contacts Added: Eight (8) manually

Popular Clicks: Winter Recycling Pick-Up Notification Change & Job Opportunities

FACEBOOK UPDATE

There were 329 Total Facebook Page Likes during the Month of March on the @BladensburgMD Facebook page; the insights activity highlighted below is from February 28, 2018 through March 28, 2018. The Town page actions and interaction have gone up by 200%.



Posts



The Community Notification on the Recycling Pick-Up was the most popular Facebook post for the month of March. A copy of the Town's Weekly E-Blast and the Community Notification was shared on the Town's Facebook page. The feedback from residents was both engaging and very informative for our Public Works Department.



Follow the Town of Bladensburg on Facebook and Twitter

March 2018 MEETINGS/EVENTS/COMMUNITY INVOLVMENT

The Town Administrator was involved in the following meetings/events/ and community outreach activities:

1. Attended the Emerson House Tenant Council meeting.
2. Coordinated and attended two (2) MML Port Town Booth meetings.
3. Attended the Police Departments Coffee with a Cop breakfast meeting.
4. Attended two of the Police Citizen's Academy classes.
5. Participated in the Sexual Harassment and Hostile Work Environment Prevention Training. The training was conducted through Legit, the Town's insurance carrier.
6. Participated in website training to enable staff to maintain and update the website.
7. Participated in the tour of the Ernest Maier Plant with elected leaders from the Port Towns.
8. Met with Mayor James on several occasions to discuss Town matters.

In Memory of Council Member Beverly Hall

It is with great sorrow, we inform our community on the passing of Council Member Beverly Hall on Easter Sunday, April 1, 2018. She will be missed by our entire community.

